1   1.   A method of presenting entertainment program material, comprising:

2   presenting a first presentation of a segment of programming having a first

3   window overlaying the segment of programming, the first window containing a first

4   segment of ancillary information relevant to the segment of programming; and

5   presenting a second presentation of the segment of programming having a

6   second window overlaying the segment of programming, the second window

7   containing a second segment of ancillary information relevant to the segment of

8   programming.

9

10   2.   The method according to claim 1, wherein at least the first presenting

11   comprises transmitting the segment of programming to a television set-top box

12   along with the first and second segment of ancillary information.

13

14   3.   The method according to claim 1, further comprising at a set-top box,

15   selecting the first segment of ancillary information for overlaying in the first

16   presentation and selecting the second segment of ancillary information for

17   overlaying the second presentation.

18

19   4.   The method according to claim 3, wherein the selecting is carried out by

20   randomly selecting one of the segments of ancillary information.

21

1   5.   The method according to claim 3, wherein the selecting is carried out by

2   selecting one of the segments of ancillary information in accordance with a number

3   of times the segment of programming has been played at the set-top box.

4

5   6.   The method according to claim 1, further comprising:

6   transmitting the segment of programming along with a plurality of segments

7   of ancillary information to a set-top box; and

8   at the set-top box, selecting the first and second segments of ancillary

9   information for overlaying in the first and second window from the plurality of

10   segments of ancillary information.

11

12   7.   The method according to claim 6, further comprising counting a number of

13   times the segment of programming is presented to a viewer through the set-top

14   box.

15

16   8.   The method according to claim 7, further comprising selecting the first and

17   second segments of ancillary information in accordance with the number of times

18   the segment of programming has been previously presented.

19

20   9.   The method according to claim 6, further comprising selecting the first and

21   second segments of ancillary information in accordance with a random selection

22   process.

1   10.   The method according to claim 1, wherein the first and second windows are

2   of the same size and shape.

3

4   11.   The method according to claim 1, wherein the first and second windows are

5   of differing sizes and shapes.

6

7   12.   The method according to claim 1, wherein the first and second windows

8   overlay the same area of the segment of programming.

9

10   13.   The method according to claim 1, wherein the first and second windows

11   overlay differing areas of the segment of programming.

12

13   14.   The method according to claim 1, wherein the segment of programming

14   includes a marker indicative of a location for overlaying the window.

15

16   15.   The method according to claim 1, wherein the first window comprises a

17   default window and wherein the second window overlays the first window.

18

19   16.   The method according to claim 1, further comprising at a service provider,

20   selecting the first segment of ancillary information for overlaying in the first

21   presentation and selecting the second segment of ancillary information for

22   overlaying the second presentation.

17. The method according to claim 16, wherein the selecting is carried out by randomly selecting one of the segments of ancillary information.

18. The method according to claim 16, wherein the selecting is carried out by selecting one of the segments of ancillary information in accordance with a number of times the segment of programming has been transmitted by the service provider.

19. The method according to claim 1, further comprising:

receiving the segment of programming along with a plurality of segments of ancillary information at a service provider; and

at the service provider, selecting the first and second segments of ancillary information for overlaying in the first and second window from the plurality of segments of ancillary information.

20. The method according to claim 16, further comprising counting a number of times the segment of programming is transmitted from the service provider.

21. The method according to claim 20, further comprising selecting the first and second segments of ancillary information in accordance with the number of times the segment of programming has been previously transmitted.

1   22.   The method according to claim 16, further comprising selecting the first and

2   second segments of ancillary information in accordance with a random selection

3   process.

4

5   23.   The method according to claim 16, wherein the first window comprises a

6   default window and wherein the second window overlays the second window.

7

8

1   24.   A method of presenting entertainment program material, comprising the

2   unordered process of:

3   presenting a first presentation of a segment of programming having a first

4   window overlaying the segment of programming, the first window containing a first

5   segment of ancillary information relevant to the segment of programming; and

6   presenting a second presentation of the segment of programming having no

7   second window overlaying the segment of programming.

8

9

1   25.   A method of presenting entertainment program material, comprising:

2   presenting a first presentation of a segment of programming having a static

3   window overlaying the segment of programming, the static window containing a

4   static segment of ancillary information relevant to the segment of programming;

5   and

6   presenting a second presentation of the segment of programming having a

7   second window overlaying the segment of programming, the second window

8   containing a variable segment of ancillary information relevant to the segment of

9   programming.

10

11

1   26.   A television set-top box, comprising:

2   a receiver for receiving signals representing segments of programming and

3   signals representing a plurality of segments of ancillary information, and delivering

4   the signals representing segments of programming to a display interface;

5   a central processor;

6   program means operating on the programmed processor for:

7   delivering a first presentation of a segment of programming having a

8   first window overlaying the segment of programming to the display interface,

9   the first window containing a first segment of ancillary information relevant

10   to the segment of programming; and

11   delivering a second presentation of the segment of programming

12   having a second window overlaying the segment of programming to the

13   display interface, the second window containing a second segment of

14   ancillary information relevant to the segment of programming.

15

16   27.   The apparatus according to claim 26, wherein the selecting is carried out by

17   randomly selecting one of the segments of ancillary information.

18

19   28.   The apparatus according to claim 27, wherein the selecting is carried out by

20   selecting one of the segments of ancillary information in accordance with a number

21   of times the segment of programming has been presented at the set-top box.

22

1   29.   The apparatus according to claim 26, further comprising means for counting

2   a number of times the segment of programming is presented to a viewer through

3   the set-top box.

4

5   30.   The apparatus according to claim 29, further comprising selecting the first

6   and second segments of ancillary information in accordance with the number of

7   times the segment of programming has been previously presented.

8

9   31.   The apparatus according to claim 26, wherein the first and second windows

10   are of the same size and shape.

11

12   32.   The apparatus according to claim 26, wherein the first and second windows

13   are of differing sizes and shapes.

14

15   33.   The apparatus according to claim 26, wherein the first and second windows

16   overlay the same area of the segment of programming.

17

18   34.   The apparatus according to claim 26, wherein the first and second windows

19   overlay differing areas of the segment of programming.

20

21   35.   The apparatus according to claim 26, wherein the segment of programming

22   includes a marker indicative of a location for overlaying the window.

1   36.   The method according to claim 26, wherein the first window comprises a

2   default window and wherein the second window overlays the second window.

3

1 37. A television set-top box, comprising:

2 a receiver for receiving signals representing segments of programming and

3 signals representing a plurality of segments of ancillary information, and delivering

4 the signals representing segments of programming to a display interface;

5 a central processor;

6 program means operating on the programmed processor for:

7 delivering a first presentation of a segment of programming having a

8 first window overlaying the segment of programming to the display interface,

9 the first window containing a first segment of ancillary information relevant

10 to the segment of programming; and

11 delivering a second presentation of the segment of programming

12 having no second window overlaying the segment of programming to the

13 display interface.

14

15

1   38.   A television set-top box, comprising:

2   a receiver for receiving signals representing segments of programming and

3   signals representing a plurality of segments of ancillary information, and delivering

4   the signals representing segments of programming to a display interface;

5   a central processor;

6   program means operating on the programmed processor for:

7   delivering a first presentation of a segment of programming having a

8   static window overlaying the segment of programming to the display

9   interface, the static window containing a static segment of ancillary

10   information relevant to the segment of programming; and

11   delivering a second presentation of the segment of programming

12   having a second window overlaying the segment of programming to the

13   display interface, the second window containing a variable segment of

14   ancillary information relevant to the segment of programming.

15

16

1   39.   A storage medium storing instructions which, when executed on a

2   programmed processor, carry out a method of presenting entertainment program

3   material, comprising:

4   presenting a first presentation of a segment of programming having a first

5   window overlaying the segment of programming, the first window containing a first

6   segment of ancillary information relevant to the segment of programming; and

7   presenting a second presentation of the segment of programming having a

8   second window overlaying the segment of programming, the second window

9   containing a second segment of ancillary information relevant to the segment of

10   programming.

11

12

1   40.   A storage medium storing instructions which, when executed on a

2   programmed processor, carry out a method of presenting entertainment program

3   material, comprising the unordered process of:

4   presenting a first presentation of a segment of programming having a first

5   window overlaying the segment of programming, the first window containing a first

6   segment of ancillary information relevant to the segment of programming; and

7   presenting a second presentation of the segment of programming having no

8   second window overlaying the segment of programming.

9

10

1   41.   A storage medium storing instructions which, when executed on a

2   programmed processor, carry out a method of presenting entertainment program

3   material, comprising:

4   presenting a first presentation of a segment of programming having a static

5   window overlaying the segment of programming, the static window containing a

6   static segment of ancillary information relevant to the segment of programming;

7   and

8   presenting a second presentation of the segment of programming having a

9   second window overlaying the segment of programming, the second window

10   containing a variable segment of ancillary information relevant to the segment of

11   programming.

12

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